

Sleep Number's New, Innovative Product Line Available in Stores and Online Today

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Continued Strong Sales Momentum for ComfortMode™ Signals Consumer Appetite for Enhanced Comfort, Adjustability, Temperature Benefits and Value

Launches Simplified Web Experience that Makes Shopping Easier for Customers

MINNEAPOLIS--(BUSINESS WIRE)-- Sleep Number Corporation (Nasdaq: SNBR) today announced that its redesigned mattress portfolio is now available for purchase nationwide in **Sleep Number® stores** and at **SleepNumber.com**. The launch follows strong early demand for ComfortMode™, the first bed introduced as part of the company's largest product reset in almost a decade. Sleep Number also introduced an improved, simplified web experience designed to help customers more easily explore the portfolio and find the right bed for their needs. Together with new brand creative launching soon, the company has shifted its approach to better connect with today's consumer and drive stronger engagement and ROI.

Sleep Number's redesigned mattress portfolio is now available for purchase nationwide in Sleep Number® stores and online at SleepNumber.com. The new beds offer superior comfort, personalized adjustability, temperature benefits and value, with two equipped with Sleep Number's first Tri-Brid™ design, combining micro coils, foam and air. The launch follows strong early demand for ComfortMode™, the first bed introduced as part of the company's largest product reset in almost a decade. Sleep Number also introduced an improved, simplified web experience designed to help customers find the right bed for their needs.

The new product line, which includes five new beds, offers superior comfort, personalized adjustability, temperature benefits and value, and is designed to deliver a luxury experience at a more approachable price point. The redesigned portfolio features

three distinct Collections: ComfortMode™, ComfortNext™ and Climate™ with a total of seven beds. By streamlining the lineup from 12 to seven beds, Sleep Number is making it easier for customers to find the right fit for their needs today, while ensuring each bed can adapt as those needs change over time. Two of the new beds also introduce Sleep Number's first Tri-Brid™ design, combining micro coils, foam and air for long-lasting support night after night for additional shoulder, knee, hip and lower back relief.

The first of the new beds, ComfortMode, was launched in January, supported by an all-new brand campaign, which is performing above category and brand benchmarks and continues to strengthen with time in the market. Looking ahead, new brand creative launching in April will further spotlight Sleep Number's unique value proposition of comfort that adapts as needs change.

"We're encouraged by the extraordinary response to ComfortMode, from sales performance to positive customer feedback in stores, which underscores what customers value in sleep products right now," said Linda Findley, Sleep Number's President and CEO. "Customers are responding to better comfort, thoughtful materials and personalized adjustability, delivered at a compelling value. This early success gives us confidence that our full portfolio, with a more simplified and focused product lineup, will further fuel our turnaround plan."

To further support customers as they shop the redesigned portfolio, Sleep Number is enhancing how the lineup comes to life online and through its brand experience. Today, Sleep Number introduced an improved, simplified web experience designed to help customers find the right bed for their needs. The experience simplifies the shopping and buying journey, including new ways to explore the unique comfort materials and benefits of the full bed lineup, making it easier than ever for customers to find the right bed for their life. Because more than 80 percent of all website visitors shop from their mobile device, the new experience was designed with a mobile- and AI-first mindset to better meet their needs.

In addition to the new mattresses, Sleep Number's refreshed base portfolio is also available today featuring an all-new Foundation and an updated look and feel for the popular FlexFit 3® smart adjustable base.

"We brought this portfolio to market in just 10 months with a clear focus on improving both the product and the performance of the business," said Melissa Barra, Sleep Number's Chief Product and Enterprise Strategy Officer. "We're already seeing strong demand and consistent sales performance for ComfortMode, in addition to gains in comfort, value and overall brand perception, all of which indicate that this strategy is resonating with consumers. The complete portfolio delivers an even more compelling value proposition, with additional comfort and temperature benefits. Just as important, the new portfolio makes further progress on our cost structure to support sustainable margin improvement."

The full mattress and base lineup is now available at **Sleep Number stores** nationwide and at **SleepNumber.com**.

All Sleep Number mattresses include a 100-night trial and a 10-year limited warranty.

About Sleep Number Corporation

Sleep Number® is the leader in personalized sleep wellness. Its mattresses are designed to evolve with each sleeper to help them feel and perform their best. With adjustable firmness, pressure-relieving support and temperature balancing comfort built into every mattress, Sleep Number beds adapt to customers' changing needs, night after night, year after year.

Backed by almost 40 years of innovation, 1,000+ patents and patents pending, and billions of hours of sleep data, Sleep Number has helped more than 16 million people achieve their best sleep. The fully integrated model ensures quality, durability, and care at every step—from design and craftsmanship to delivery and long-term support.

Sleep Number products are awarded the industry's top recognitions, including ranked #1 in customer satisfaction for mattresses purchased in-store and online, and #1 in comfort, by J.D. Power. In addition, the company is the Official Sleep + Wellness Partner of the NFL, marking a relationship that leverages players, team partnerships, and league-wide initiatives to amplify brand awareness and drive consumer engagement.

Sleep Number mattresses, bases, bedding, and furniture are available exclusively at its 600 stores nationwide and online. To learn more, visit [SleepNumber.com](https://www.sleepnumber.com) or **a store near you**.

Forward-looking Statement

Statements used in this news release relating to future plans, product launches, events, financial results or performance, such as: the company's view that together with new brand creative launching soon, it has shifted its approach to better connect with today's consumer and drive stronger engagement and ROI; streamlining the lineup from 12 to seven beds, Sleep Number is making it easier for customers to find the right fit for their needs today, while ensuring each bed can adapt as those needs change over time; customers are responding to better comfort, thoughtful materials and personalized adjustability, delivered at a compelling value; ComfortMode sales performance is reinforcing the power of the company's simplified, more focused product lineup and its early success gives the company confidence as the full portfolio becomes available and signals that the company's turnaround plan is working; the company's enhanced online and brand experience should better support a positive customer shopping experience; the company is making meaningful progress on its cost structure to support sustainable margin improvement; and early indicators are reinforcing that the company's strategy is resonating with consumers are forward-looking statements subject to certain risks and uncertainties which could cause the company's results to differ materially. The most important risks and uncertainties are described in the company's filings with the Securities and Exchange Commission, including in Item 1A of the company's Annual Report on Form

10-K and other periodic reports. Forward-looking statements speak only as of the date they are made, and the company does not undertake any obligation to update any forward-looking statements.

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